

QUARTERLY REPORT



CITY OF SUNNYVALE

FALL 2003

PLANS SUBMITTED FOR TOWN CENTER MALL REDEVELOPMENT



McKinley Avenue artist rendering courtesy Forum Development Group.

On August 7, the Forum Development Group of Atlanta, Georgia, filed an ambitious plan with the City of Sunnyvale to redevelop the Town Center Mall property as an open-air shopping district, reminiscent of historic Downtown Sunnyvale.

“We recognize that we have the opportunity to give Sunnyvale the complete downtown that the community wants and deserves,” said Ron Pfohl, managing member of Forum. “We plan to build upon the best of the existing downtown, by attracting quality national retail tenants as well as local businesses, and by developing attractive housing and office suites.”

The plan preserves independently-owned Macy’s and Target, which remain open even though the Mall is now closed. The shops between the two department stores would be demolished, and Murphy and McKinley Avenues would be extended through the project on their historic rights-of-way. Forum proposes that the streets would be lined with a half-million square feet of new shops, a 16-screen cinema complex, 300 residential units and nearly 200,000 square feet of office space. Central to the project would be a new three-quarter-acre town square that preserves the six majestic redwood trees which have existed on the site since the old City Hall was constructed in the 1920s.

Development in Downtown Sunnyvale would increase travel to

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see Downtown, page 2

REDEVELOPMENT BASICS

One of the key tools available to assist in rebuilding and improving portions of a city is redevelopment. The State of California established the redevelopment process to aid local governments in improving areas of physical blight or economic distress.

Perhaps the most misunderstood aspect of redevelopment is its impact on taxes. Redevelopment does not increase taxes. It redirects property tax monies generated by new developments within the project area to the redevelopment agency for reinvestment in the project area.

Another common misperception is that redevelopment funds are

simply given as a gift to private developers. The fact is that funds are used as an investment in the redevelopment area. A private developer typically would not invest private funds in the redevelopment area if the redevelopment agency did not make this investment.

The agency investment is for a public purpose, such as construction of streets, utilities and other public infrastructure to support the new development.

How Redevelopment Works

The most important redevelopment tool, granted in the State Constitution, is tax increment financing. Under this tool, all increases in property taxes within the redevelopment project area

go to the redevelopment agency “to pay the principal of and interest on loans, moneys, advanced to or indebtedness...incurred by the redevelopment agency to finance or refinance...the redevelopment project.”

Here is how it works in a hypothetical case. When this hypothetical redevelopment project begins, the uses in the area are generally physically and economically distressed, and generate property tax income of only \$300,000. A redevelopment plan is prepared wherein private developers would be encouraged to invest \$200 million in new development, yielding \$2 million

2003 RESIDENT SATISFACTION SURVEY RESULTS

Residents have once again declared that the City of Sunnyvale is a great place to live. In a June 2003 Resident Satisfaction Survey conducted by the City, 93 percent of Sunnyvale residents say they enjoy their quality of life, rating the City as an “good” or “excellent” place to live.

“The high ratings are a reflection of the hard work and dedication of city employees,” City Manager Robert S. LaSala said. “Even during the difficulties of the budget crisis, City staff has maintained the confidence of the community.”

Information obtained in the survey is used to identify emerging community issues, improve responsiveness to customers and

report on program outcomes. Also, because the survey has been conducted annually since 2000, several questions can now be analyzed to identify trends.

Other results from the survey are equally encouraging. Residents feel safe in Sunnyvale: 96 percent reported that they feel “fairly safe” or “very safe.” The majority of residents are proud to live here — the 83 percent rating is up from 77 percent last year. And 65 percent of the residents surveyed feel a sense of community or belonging in Sunnyvale, a 10 percent increase from last year.

Residents give the Sunnyvale City government a “thumbs up,” with 90 percent calling our overall quality of services “good” or “very good.” The

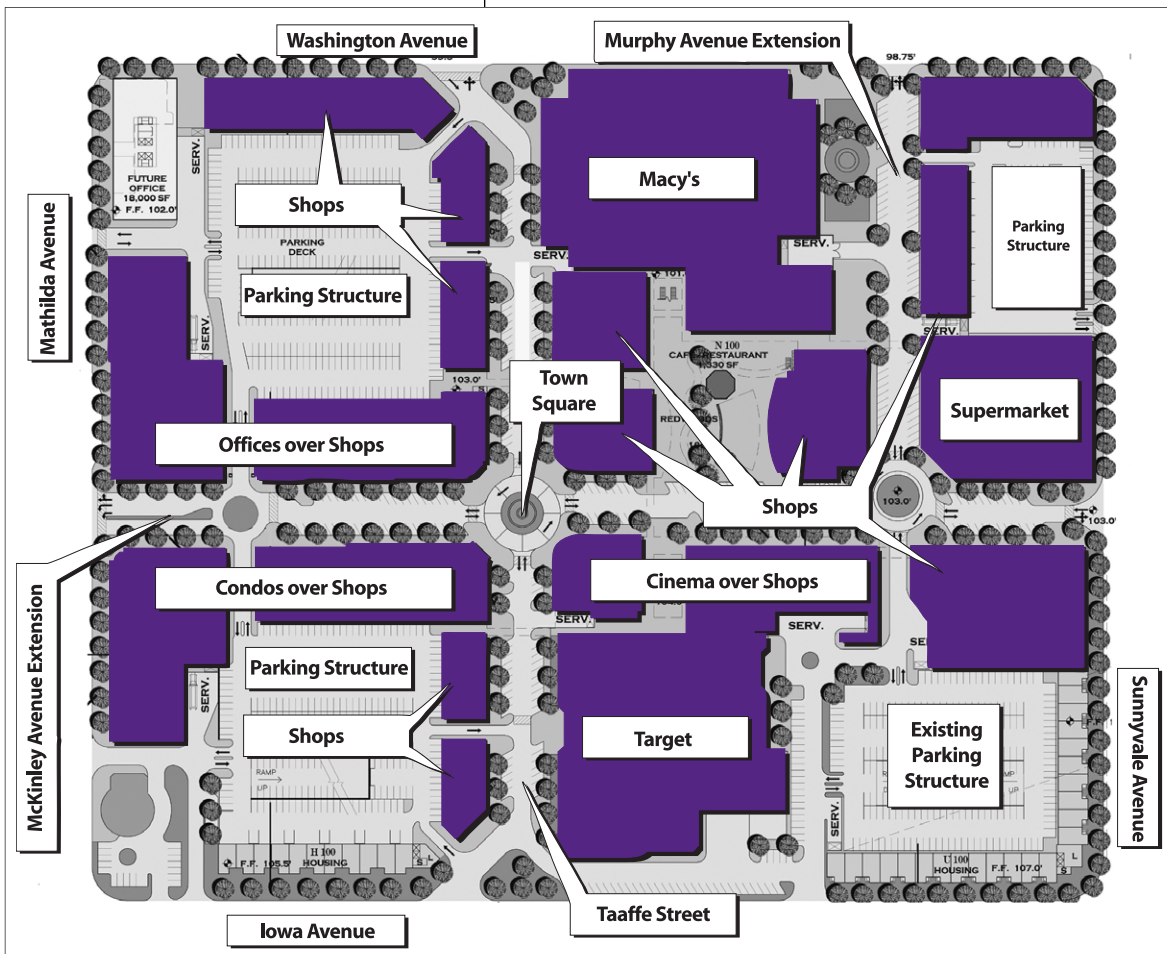
highest individual ratings go to Fire Services (92 percent), Maintenance of Street Lights (91 percent), Police Services (90 percent), Emergency Medical Services (89 percent), Neighborhood Parks (88 percent) and the Helpfulness of Library Staff (89 percent).

The majority of surveyed residents have had some contact with city employees in the past year (60 percent), either in person or over the telephone. And 86 percent reported being “somewhat satisfied” or “very satisfied” with the quality of our customer service.

A majority of residents (65 percent) said they are confident in how their tax dollars are being spent. ☀

DOWNTOWN

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Site plan courtesy Forum Development Group.

the area, resulting in increases in traffic and air quality effects. As determined in the final Environmental Impact Report, these impacts could be only partially mitigated. The project is located within the City's only redevelopment area. This will allow the Redevelopment Agency to assist with street and other infrastructure development. Read more about redevelopment in the sidebar titled "Redevelopment Basics."

The plan is now under review by City staff, the Planning Commission and the City Council. In addition, Forum is presenting its ideas to residents and business groups throughout the City, seeking their comments and support. If your group is interested in a presentation, please call Forum's spokesperson, Peter Carter at (408) 918-0569.

The schedule for action on the plan by the Planning Commission and City Council is dependent upon the reception the plan receives from the community and changes Forum may make to their proposal to address issues that arise during the review. It is also dependent upon Forum's ability to acquire the vacant JCPenney Building, which sits squarely in the path of the proposed extensions of Murphy and McKinley Avenues. Please check the City Web site at www.ci.sunnyvale.ca.us for public hearings scheduled on the City Council and Planning Commission agendas. Project planner Kelly Diekmann of Sunnyvale's Community Development Department is also available to discuss the proposal; he can be contacted at (408) 730-7444 or kdiekmann@ci.sunnyvale.ca.us.

FORUM DEVELOPMENT GROUP'S PLAN FOR DOWNTOWN

Forum's proposal is based upon the Downtown Design Plan prepared by the Downtown Stakeholders Advisory Committee and endorsed by the City Council in June 2003 after a year of public input. The site for the proposed new development is bounded by Mathilda Avenue, Washington Avenue, Sunnyvale Avenue and Iowa Avenue. The Forum proposal responds to community concerns over height and density, by limiting building heights on Mathilda Avenue and by developing most of the eastern half of the site to only two stories. Forum also responded to community suggestions with their proposals to reconnect the historic street grid and to develop a central town square.

Extending Murphy and McKinley Avenues

The proposal builds on the success of the historic 100 block of Murphy Avenue by extending the street southward into the project. The extension will be lined on its eastern side with small shops tucked into a new three-level parking structure. McKinley Avenue will be extended through the site from Mathilda Avenue to Sunnyvale Avenue and will intersect with the Murphy Avenue extension. East of its intersection with Murphy, McKinley Avenue will feature one-story shops, possibly including a specialty supermarket. West of Taaffe Street to Mathilda, McKinley Avenue will present a modern new shopping street, lined with "life-style" shops. Offices are planned above the shops on the north side of the street, and for-sale residential units would be built above the shops on the south side. The retail, housing and office uses will wrap around the corner at the intersection of Mathilda and McKinley Avenues, creating major new structures at the project's entrance.

A New Town Square

At the center of the site, between Macy's and Target, will be a new town square. It will be surrounded by buildings of varying architectural styles, including one reminiscent of the original City Hall, located near the site of the original building. The cinema complex on the south side of the square will be located above two stories of new retail shops.

Developing Washington and Iowa Avenue Frontages

The plan proposes apartments and smaller retail shops along Washington Avenue, complementing anticipated similar redevelopment of the Town and Country area across the street. Along Iowa Avenue, 70 for-sale townhouse-style homes will hide parking structures from view of the historic Frances-Taaffe residential neighborhood to the south.

Parking

The proposal includes more than 5,000 new and existing parking spaces, generally in parking structures hidden from view by the commercial and residential buildings which surround them. On-street parking is also proposed throughout the development.

For more information on Forum Development Group and their proposed plan for Downtown Sunnyvale, visit their Web site at www.forumdevgroup.com/sunnyvale.html.

REDEVELOPMENT

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in annual property taxes. The difference between the before and after tax income, \$1.7 million, is the tax increment generated by the redevelopment project.

All of the tax increment flows to the redevelopment agency for reinvestment in the project. A projected future annual tax increment income of \$1.7 million would allow the redevelopment agency to borrow approximately \$19 million today, the principle and interest for which would be paid back over 20 years at \$1.7 million per year. During this period, all taxing bodies (city, county, school district) would continue to receive their share of the base property tax of \$300,000, and would share in the new property tax of \$1.7 million beginning in the twenty-first year.

The basic premise of the law is that the property would remain blighted if it were not for the investment by the redevelopment agency. Without redevelopment, property tax income for the area would remain at \$300,000, and the City would live with a blighted area, which could cause adjacent properties to become blighted. It is only because of the investment by the redevelopment agency that private developers invest in redeveloping the area (in this case a private investment of about \$200 million). The extra property taxes generated by the new development are then used to reimburse the agency for its investment.

The City and other taxing bodies do not lose money, because the extra

tax dollars would not exist if it were not for the redevelopment. These taxing bodies could actually realize an increase in tax revenue due to the positive effect of the redevelopment on surrounding properties.

The redevelopment agency is independent of the city which formed it; therefore, its debt is not a burden on local taxpayers. According to the State Constitution, the redevelopment agency must have debt in order to collect and utilize tax increment funds and cannot utilize funds in excess of its debt. Furthermore, tax increment funds are only available to redevelopment agencies for investment in redevelopment projects. They are not available to cities or other taxing bodies to support general fund services such as police and fire.

SUNNYVALE SENIOR CENTER

The Sunnyvale Senior Center opened its doors to its first guests in grand opening ceremonies Saturday, July 19. The \$11 million facility, located on the Sunnyvale Community Center campus, replaces the former Sunnyvale Multi-Purpose Senior Center at the Adair School site.

The need for a larger, dedicated senior center had been evident for some time. The senior population in the Bay Area has grown dramatically in recent years, and continues to expand. One study projected a 93 percent increase in the county's senior population between 1990 and 2010.

Initial Council approval for the center was given in 1998, and after several years of consideration and debate over the final design of the facility, construction began on the 23,000-square-foot center in April 2002.

From the outset, the project relied heavily on input from Sunnyvale's seniors.

"Sunnyvale's seniors have been the driving force behind the creation of the new center," said City Manager Robert S. LaSala. "The center incorporates innovative features, many of which came from public input."

Parks and Recreation Commissioner Helen DeWolf, who celebrated her 84th birthday on the day of the grand opening, urged her fellow seniors to get active and to make their thoughts and ideas about the center known to the City. She



Photo: John Pilger

The City Council and senior representatives open Sunnyvale's new Senior Center.

and other seniors formed an advisory committee to research trends in senior facilities and programs.

The result is a state of the art center designed specifically to meet the needs of seniors. The one-story layout eliminates the need to climb stairs, while the center's natural lighting makes the transition from outside to inside easier on the eyes. Emergency systems, including telephones, call buttons and monitoring cameras, have also been set up throughout the building to ensure the safety of center visitors.

After the grand opening ceremony, which included a dedication and a ribbon cutting by the Mayor, City Council and three senior representatives, guests got their first glimpse inside the center. The center's program rooms, including a fitness room, an art

studio and a billiards room, were on display during the open house. Senior program and activity demonstrations were held in the 4,300 square-foot Orchard Pavilion.

Regular Senior Center programs, including classes, lectures and support groups, began Monday, July 19.

"It is a tribute to everyone involved, from citizens, to City staff, to my Council colleagues, that we could work together to create a facility that truly meets the present and future needs of the community," said Mayor Miller.

The Sunnyvale Senior Center is located at the Sunnyvale Community Center campus at 550 E. Remington Drive. For more information about the center, please contact Senior Center Recreation Supervisor Patricia Lord at (408) 730-7365 or plord@ci.sunnyvale.ca.us. ☼



CITY OF SUNNYVALE FALL, 2003

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Thank you for your feedback!

The Quarterly Report is available online at www.ci.sunnyvale.ca.us

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ONE-YEAR EVELYN AVENUE LANE CLOSURE

Construction has begun on Sunnyvale's new downtown plaza, at Evelyn Avenue and Frances Street. Because of this construction, the eastbound right lane of Evelyn Avenue (between Mathilda Place and Frances Street) will be closed 24 hours a day until approximately August 2004.

Parking spaces on Frances Street adjacent to the underground garage will be unavailable during construction, and sidewalk traffic will be detoured to appropriate crosswalks to bypass the closed area. Pedestrian and wheelchair access to existing garage elevators will be maintained, as will stairwells.

For the safety of the public and construction workers, traffic control measures will be used when needed. Informational and warning signs will be posted as necessary to ensure everyone's safety. Construction crews will make every effort to maintain access and minimize inconvenience to the public.

For more information, contact Barbara Keegan, Assistant Director of Public Works, at (408) 730-7426 or bkeegan@ci.sunnyvale.ca.us.

911 AND CELL PHONES

Did you know that when you dial 911 on a cell phone to report an emergency in Sunnyvale, your call is answered by the California Highway Patrol (CHP) in Vallejo before being routed to Sunnyvale?

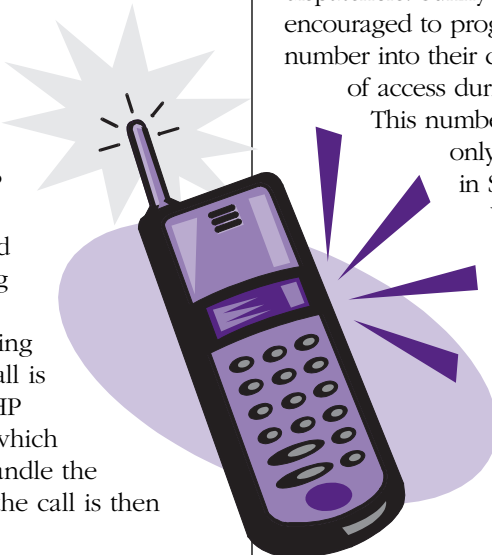
Unfortunately, during busy times or stormy weather, the CHP call center can become swamped with calls, leading to long delays in answering incoming calls. Once the call is answered, the CHP must determine which agency should handle the emergency, and the call is then

transferred.

If you need to report a police, fire or medical emergency to Sunnyvale Department of Public Safety (DPS) by cell phone, dialing (408) 736-6244 will connect you directly with emergency dispatchers. Sunnyvale residents are encouraged to program this phone number into their cell phones for ease of access during an emergency.

This number should be used only for emergencies in Sunnyvale.

When calling for help from a regular telephone or a TDD-equipped telephone, 911 will connect the call directly with DPS. ☼



SUNNYVALE CITY COUNCIL MOVES TO IMPROVE CITIZEN ACCESS

The Sunnyvale City Council has voted to evaluate a change in the format of City Council meetings aimed at improving citizen access.

Citizens wishing to address the Council on non-agenda items have traditionally had to wait until the end of the meeting to be heard. In an attempt to improve citizen access, the Council will now allot 15 minutes for public non-agenda comments immediately following consent calendar items. This will permit citizens to be heard much earlier in the evening.

Recognizing the fixed time allotment might have the unintended effect of limiting the number of speakers, Council established a three-minute maximum time for each speaker. If there are too many speakers to be heard in the initial time period, public comments will be continued at the end of the meeting.

The Sunnyvale City Council adopted the new schedule on a trial basis to run to November 2003.

SUNNYVALE WINS AWARD FOR EXCELLENCE

On September 7, the League of California Cities presented the City of Sunnyvale with the 2003 Helen Putnam Award for Excellence to honor Sunnyvale's online building permit service, E-OneStop (www.e-onestop.net).

Sunnyvale was the first city in the country to offer a full array of building permit services completely online.

The California Cities' Helen Putnam Award for Excellence program recognizes and promotes the outstanding efforts and innovative solutions by city governments to improve the quality of life in local

communities, implement efficiencies in service delivery and operations, and provide services responsive to the local community.

E-OneStop was originally established in 1999 and provided customers the ability to obtain 10 types of minor building permits online. Over the past four years, the E-Permit service was expanded to offer 16 permits online and the entire E-OneStop was expanded to provide four additional services. E-OneStop currently offers the following services online:

E-Permits

Obtain the following minor residential building permits online:

- re-roof
- furnace replacement
- kitchen remodel
- water heater replacement
- swimming pool removal

- masonry fireplace repair
- skylight installation
- water line replacement
- sewer line replacements
- electrical switches/outlets
- portable spa installation
- tub/shower enclosure replacement

Permit Histories

Find permit histories for both planning and building permits.

Plan Check Status

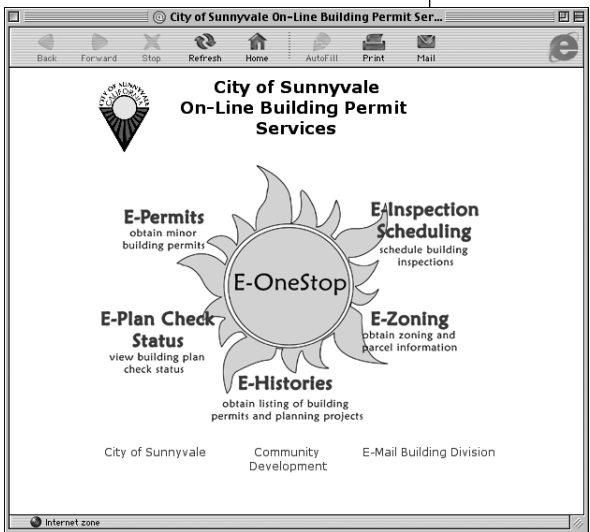
View the status of plan checks and comments.

Inspection Scheduling

Schedule building inspections online.

Zoning Information

Get zoning, lot size, number of dwelling units and flood zone for any property in Sunnyvale. ☼



SUNNYVALE BUSINESSES RESPOND FAVORABLY TO CITY SERVICES AND SUPPORT

More than 90 percent of surveyed business customers in Sunnyvale say they are happy with the service they receive from City Hall's One-Stop Permit Center, strengthening Sunnyvale's reputation as a business-friendly city. In a 2003 Touchpoll Survey Solutions poll, nearly 92 percent of survey respondents reported satisfaction with their overall experience at the Center, and almost 80 percent indicated they had been served in 10 minutes or less.

Reacting to local economic conditions and business concerns, Sunnyvale launched a broad-based marketing campaign in late 2002 designed to highlight the role that

sales tax plays in funding City services. As part of the Sunnyvale Supports Business campaign, local businesses were surveyed to gauge their level of satisfaction with the City's efforts to support the local business community.

Last year, the City commissioned a separate independent research study to help Sunnyvale officials assess the City's performance with its businesses. Conducted by Godbe Research & Analysis in April and May 2002, this study evaluated broader perceptions held by business owners and executives engaged in a variety of transactions with the City. Nearly 95 percent of the respondents considered Sunnyvale to be business friendly and 89 percent said they would recommend building in Sunnyvale.

Various business-specific tools have been developed to encourage the establishment, growth and longevity of Sunnyvale businesses. The City has published *Making Business Easy in the City of Sunnyvale*, a kit which includes a complete reference guide to business resources, key City contact listings and other useful information for building a successful business in Sunnyvale. An e-mail campaign is also being developed to take the pulse of business owners in the City and to facilitate communications between businesses and the City. Finally, a series of ongoing business workgroups focusing on issue prioritization, business support strategies, business-to-business marketing and other topics is

currently underway.

Economic growth in Sunnyvale is driven by a partnership between the City and the business community that is built upon the foundation of innovation and creating opportunity. Sunnyvale's Economic Development Division works directly with businesses as the first and continuing link to City government, anticipating their needs while maintaining a dynamic environment for pioneering new processes and technologies.

More information on Sunnyvale's economic development activities is available on the City's Web site at www.ci.sunnyvale.ca.us or by calling (408) 730-7607. For TDD, call (408) 730-7501. ☼

WHAT CAN SUNNYVALE ECONOMIC DEVELOPMENT DO FOR YOU?

Ombudsman — Working on your behalf with City staff and other State and Federal agencies.

Permit Assistance — Coordinating a knowledgeable team of City, state and federal agencies to facilitate the permitting process so your project goes quickly and smoothly.

Data Source — Demographics, trade information, etc.

Real Estate Information — Sites, brokers, property history, etc.

One Stop Information Resource — Knowing who to call for information at City, state and other agencies.

Intermediary — Helping identify programs and contacts at utility companies and other service providers which can save you money.

Facilitator — Getting you operating in the most time-efficient manner, to save you money.



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OPENING DOORS OF INSPIRATION

Groundhog Job Shadow Day 2004

Groundhog Job Shadow Day presents a perfect opportunity for Sunnyvale businesses to get involved in supporting youth in the community. This annual nationwide event, scheduled for February 3, 2004, allows local businesses throughout the area to host middle and high school students to shadow a worker, in order to give students a realistic view of a typical day on the job and to show them how business really works. The event provides an opportunity for students across the nation to learn how education and skills obtained in school apply to business as well as to future jobs and careers.

Groundhog Job Shadow Day has been a Junior Achievement program since 1998, and locally the event is administered by Junior Achievement of Silicon Valley & Monterey Bay. Legend says the groundhog looks for its shadow at the same time each year to determine when spring arrives. So at this same time each year, Junior Achievement prepares “turnkey” curriculum that guides a wide range of organizations on how to demonstrate their businesses to students, particularly by shadowing their employees.

At the event last year, more than 100 companies hosted an approximate 4,000 students in Santa Clara, Santa Cruz, San Benito, and Monterey Counties. Participating companies represented a broad slice of businesses, from high tech to hospitality, from biotech and hospitals to construction, colleges, logistics and banks. Locally, organizations included the City of Sunnyvale, 3Com, Adobe, America Online, El Camino Hospital, San Jose Sharks, Comerica Bank and IBM.


Approximately 30 students from Fremont High School participated in Groundhog Job Shadow Day at the City of Sunnyvale. Sunnyvale Mayor Julia Miller greeted and addressed the students as they gathered in the

Council Chambers to kick off the event. Representatives from various City departments addressed the students about job requirements and job skills.

Since finding and matching companies is a large task, Junior Achievement receives help from NOVA, an employment and training organization administered by the City of Sunnyvale, and the Silicon Valley Workforce Investment Network. NOVA’s Youth Employment Office has generously provided staff to coordinate the match between Sunnyvale businesses and placement of local students.

It is crucial that businesses and organizations take an active role in directing the educational and career goals of the workforce of the future. By volunteering your company’s

participation, you not only help students become familiar with various career options, but you also help them discover skills and workplace behaviors necessary for success. Participating in this event will help prepare students to enter the workforce and become productive and goal-oriented employees. Don’t miss out on the chance to have fun while giving students an experience they will never forget.

If you are interested in participating in Groundhog Job Shadow Day on February 3, 2004, call Junior Achievement at (408) 988-8915 or visit their website at www.jascc.org/. For more information about NOVA programs and services, call (408) 730-7232 or visit www.novaworks.org. 

TECHFORCE PROVIDES TECHNICAL TRAINING TO SILICON VALLEY’S SMALL BUSINESSES

In an effort to maintain California’s status as the premier center of high technology, NOVA, a non-profit workforce development agency in Sunnyvale, has partnered with the San Mateo County Workforce Investment Board and the State of California’s Employment Training Panel (ETP) to establish the TechForce training program, providing free information technology (IT) training to small businesses within Silicon Valley.

According to estimates from California’s Employment Development Department, businesses with fewer than 250 employees made up 99 percent of all companies within Santa Clara County in 2001, but retained only 65 percent of the county’s workers. The top one percent consists of large companies, employing more than a third of the labor force. These larger, more established companies tend to have the financial resources and name recognition to attract a highly skilled staff. They are also more likely to have in-house educational assistance programs and larger IT departments, making it easier for individuals to attend training or pursue higher education.

TechForce is positioned to provide free training only to small companies with 250 or fewer employees, to balance these inherent inequities within Silicon Valley. Over a dozen of Silicon Valley businesses have already benefited from the program’s efforts.

“I actually learned much more than I thought I would,” said Bryant Day of Electec NorCal, a Santa Clara company that represents manufacturers of semiconductors and synergistic products. Day said he was skeptical about the value of a free training class, but a brief audit of the course revealed the caliber of TechForce’s instructors. Day upgraded his technical skills, as well as his confidence in Microsoft Active Directory. His enhanced skills in the directory service helped his company design a more effective network structure. And he is looking forward to taking his next TechForce class on firewall and access list management.

By boosting the level of technical expertise within the region’s smaller companies, TechForce ensures all companies are better positioned to compete with high-tech regions outside of California, and the Valley as a whole will be much better prepared for the anticipated upsurge when the economy rebounds.

For further information about the TechForce program, contact Anna Schulman at (408) 730-7665 or e-mail techforce@novaworks.org. For more information about NOVA services for business, visit www.novaworks.org/businesses.

CHECK YOUR SMOKE DETECTORS ...

Your Life May Depend on Them


Smoke detectors save lives every day, but only if they are properly installed and maintained. They should be placed in every level of the home, especially near sleeping rooms, and installed following manufacturers’ recommendations.

Test your smoke detectors each month to make sure they are working, and change the battery at least once a year. A handy way to remind yourself to change batteries is to do it when you change your clocks back on October 26, 2003.

Dust and dirt can accumulate in smoke detectors and reduce their ability to sound the alarm when needed. You can clean them by vacuuming over and around the smoke detector regularly. Like any

other electric appliance, smoke detectors do wear out eventually and should be replaced every 10 years or as recommended by the manufacturer.

Smoke detectors save lives. They alert sleeping or unaware occupants to the presence of fire and smoke and provide valuable extra moments that may be needed to escape. The devices also are required by the California Building Code to be installed in every residence, including rental property.

For more information about smoke detectors, fire safety and fire prevention, contact the Sunnyvale Department of Public Safety Fire and Environmental Services Bureau at (408) 730-7212. 

WEB SITE LAUNCH PUSHED BACK

The launch of Sunnyvale’s new Web site (www.ci.sunnyvale.ca.us) was postponed. At press time, the launch was scheduled for the end of September. These additional four to six weeks will gave the Information Technology Department (ITD) time to work out technical issues and test the production server.

If you have any questions or concerns, please contact the Information Technology Department at (408) 730-7540 or infotech@ci.sunnyvale.ca.us.

SEPTEMBER 11 REMEMBRANCE

The City of Sunnyvale remembered the tragic events of September 11 in an honor ceremony at Fire Station 2.



Photos: John Pilger

Department of Public Safety (DPS) officers assembled with their apparatus in front of Sunnyvale fire stations on September 11, and flags were flown at half-staff. A color guard escorted Mayor Julia Miller to the DPS Fire Training Tower at Station 2, where the Mayor addressed the audience.

“September 11 will be forever emblazoned in American history as a day of tragedy and a day of bravery,” said Mayor Miller. “It is particularly poignant that we hold our remembrance at a DPS facility in recognition and honor of all the first responders who gave their lives that day.”



Mayor Julia Miller and members of the Department of Public Safety gathered to remember September 11.

HOUSING TRUST HELPS NEW HOMEBUYERS IN SUNNYVALE

Are you or someone you know are considering purchasing your first home in Sunnyvale or in a surrounding community? You may be eligible for a first-time homebuyer loan through the Housing Trust fund of Santa Clara County to cover a portion of your down payment and closing costs.

Sunnyvale was an early contributor to the Housing Trust Fund and recently contributed an additional \$500,000. Under the leadership of the County of Santa Clara, the Silicon Valley Manufacturing Group (SVMG) and other community partners, the Housing Trust was formed to help first-time homebuyers and other residents who want to live in the same communities in which they work. In just the first 23 months since the Trust was capitalized, it has assisted nearly 685 families to become first-time homebuyers.

If you are interested in this program, you may want to visit the SVMG Web site at www.svmg.org, and click the Housing Trust icon.

LAKESWOOD AND ORTEGA PARKS TO BE UPGRADED

The designs for improvements to Lakewood and Ortega Parks have been completed. Created by the Tanaka Design Group of San Francisco, the park improvements focus on recreational components in both parks.

The large neighborhood parks within Sunnyvale were originally designed with an individual theme for each park. The Parks Division has emphasized these themes over the past years, both in landscape design, play equipment and furnishings. Lakewood Park was built in 1964, at a time of heightened interest space exploration. The park’s outer-space theme is reflected in one of the features of the new park design, where mists of water will shoot up in water play surfaces decorated with shapes of stars and planets. Other additions include conversion of the existing skating rink - built in the days when roller-skating was popular - to a mini skate park. A gazebo with seating areas will be built on a knoll which overlooks the park, giving park visitors a shady place to relax and enjoy the view of this beautiful park.

At the Victorian-themed Ortega Park, opened in 1969, the play structure and the spray pool are now in need of renovation. In addition, the area must be upgraded to current accessibility standards. Other upgrades include landscape enhancements and concrete repair around the multipurpose building.

POLITICAL SIGNS

To ensure that residential and non-residential neighborhoods remain attractive, the City has developed sign guidelines [Sunnyvale Municipal Code Section 19.44.020 (46)], which pertain to the upcoming November 4, 2003, election.

Definition

Political election signs are signs announcing, supporting or opposing political candidates or issues in connection with any national, state or local election.

Size

- Political signs shall not exceed 16 square feet per sign face.
- The total sign area shall not exceed 32 square feet per parcel of real property.
- The height of the erected sign shall not exceed 10 feet from the ground.
- No more than 25 percent of the window area may be covered with signage.

Time

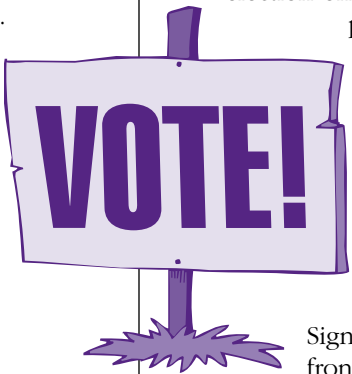
Political signs shall not be displayed at any location until 90 days prior to an election and must be removed within 10 days after an election. Pertaining to the upcoming election on November 4, 2003, political signs must be removed by November 14, 2003.

Location

Political signs shall not be placed on public property, such as utility polls or public buildings.

Signs may be placed on front lawns of private properties as long as permission has been obtained from the property owner. Signs are prohibited in the landscaping strip between the sidewalk and curb.

For more information please contact the City of Sunnyvale Neighborhood Preservation Division at (408) 730-7610 or by e-mail at npp@ci.sunnyvale.ca.us.



SUNDAY SOUNDS

A surprise was in store for visitors to the Sunnyvale Public Library on Sunday, August 17. “I came in the door and heard flutes playing ragtime,” said Michael Nellany, one of the lucky library users that day. Nellany was among the many people pleasantly surprised that a choir of flutes had transformed the Library’s austere surroundings. The Nova Vista Flute Ensemble played several tunes Sunday evening near the fireplace of the main lobby marking the

beginning of Sunday Sounds, a new program series.

Sunday Sounds was designed by Librarian Christine Dostad as a way to create a pleasant library atmosphere for customers. “I’ve thought about doing a series for years,” Dostad said. “I wanted to bring people into the library who might not otherwise come and also give talented amateur musicians the opportunity to play.”

The Nova Vista Flute Ensemble included six performers playing bass, alto, piccolo and regular flutes.

They entertained Library customers with a variety of music ranging from ragtime to classical music to an arrangement of “I Left My Heart in San Francisco.”

“Thank you for last Sunday’s concert by the fireplace,” wrote Leona Snyder. “We wish to hear more of these wonderful little concerts.” Future Sunday Sounds performers may include a string quartet, a guitar ensemble and a Vietnamese musician. Call the Library at (408) 730-7300 for more information.

SUNNYVALE INTENSIFIES TRAFFIC ENFORCEMENT AROUND SCHOOLS

With the start of the new school year, Sunnyvale Department of Public Safety (DPS) officers have increased enforcement of traffic safety laws around schools.

Lt. Walt Lee of the DPS Traffic Safety Unit says Sunnyvale officers have been doing this for more than a half-dozen years. “Our goal is to educate drivers, bicyclists and pedestrians while we also enforce traffic regulations,” Lee said. “All our patrol officers will be involved in this campaign and we will be working around all schools, both public and private, in Sunnyvale.”

The Sunnyvale effort coincided with the countywide Operation Safe Passage. In order to reduce traffic congestion around schools, parents are encouraged to use carpooling or,

where appropriate, have their children walk to school in groups. Many drop-off sites at schools cannot handle a very large number of cars arriving at the same time, and this can lead to congestion and violations for double-parking and



jaywalking.

As part of the public education program, traffic advisories were distributed at all schools for students to bring home to their parents. Special advisories were distributed at schools with unique traffic issues. 🌟



Lt. Walt Lee reminds a student about the dangers of jaywalking.

Photos: John Pilger

CELEBRATE YOUR FREEDOM TO READ!

What do Harry Potter, Little Red Riding Hood, the Bible and Of Mice and Men have in common?

They are among the hundreds of books that have been banned or threatened throughout history. Last year alone, 515 challenges were recorded by the American Library Association’s Office of Intellectual Freedom, and for four years straight, Harry Potter has topped the list. Banned Books

Week was observed by thousands of libraries and bookstores across the nation during the week of September 20 – 27. This annual event celebrated the freedom to read and is meant to remind Americans

not to take this important freedom for granted.

The Library observed the week with displays of banned or challenged books throughout the building and a list of the 100 most frequently challenged books, which is still available at the Information Desk. 🌟

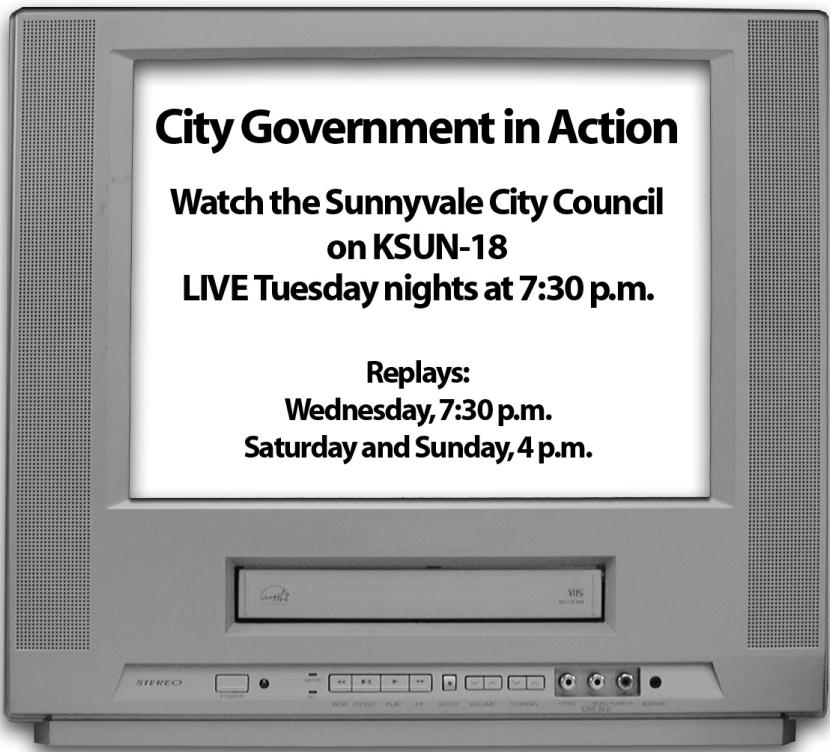
Not every book will be right for every person, but the right to choose what we read is a freedom we cannot afford to take for granted.

— Judith Platt, Director, Association of American Publishers’ Freedom to Read Program.

City Government in Action

Watch the Sunnyvale City Council
on KSUN-18
LIVE Tuesday nights at 7:30 p.m.

Replays:
Wednesday, 7:30 p.m.
Saturday and Sunday, 4 p.m.



 **KSUN₁₈**
sunnyvale government access television

SNAP SUCCESS STORY

Cindy Stewart, a recent graduate of SNAP, Sunnyvale’s disaster preparedness program, wrote the following letter about her experience in the program.

I’m usually not the kind of person that goes out of her way to be “prepared for anything.” As a mother, I guess some of it comes naturally. When the kids were little, I always overpacked for trips “just in case something happens.”

On September 11, 2001, something did happen — something that would change us forever, both as individuals and as a nation. In the ensuing months I found myself looking over my shoulder, watching for suspicious packages and waiting nervously to see what might happen next. “There must be something more I can do,” I thought. This fear-based anxiety that I’m feeling is exactly what the terrorists want me to feel.

I thought back to another disaster, the Loma Prieta Earthquake in 1989. I’d felt so helpless and afraid as each aftershock shook the very core of my being. It wasn’t until my neighbors started putting packages together (blankets, food and clothing) for the victims in Watsonville that I got out of myself and lent a hand. The sheer act of helping someone else diverted my attention and calmed my nerves.

They say “knowledge is power” and I believe it today.

A friend told me about a free training program called SNAP (Sunnyvale Neighborhoods Actively Prepare.) I must admit, my first response was, “I don’t have an extra six Wednesday nights and two Saturdays to carve out of my busy schedule for this.” As soon as the words came out of my mouth I realized how foolish they sounded. I don’t have time to learn how to keep my family safe? I rearranged my schedule and attended the first class.

The training sessions were well organized and gave us a tremendous amount of knowledge. We learned about disaster preparedness, fire safety and suppression, the incident command system, understanding terrorism, the psychology of a disaster, START Triage and damage assessment. We also learned first aid and CPR. Our “graduation” was held at Fire Station 2 on Wolfe and Arques where we moved a 4,000-pound block of concrete in a simulated building collapse, breached a wall, shored-up a ceiling and rescued a baby from a smoke-filled room.

The experience was priceless and the information invaluable. I truly believe that I could not only take care of myself and my family but I could also help others in my neighborhood if/when the next disaster strikes. Where I was anxious and afraid before this training, now I feel strong and ready, better prepared than ever before. I’ve stood up and armed myself with knowledge. I won’t let the terrorists or any other disaster destroy my peace of mind.

Cindy Stewart,
SNAP Training Graduate

COUNCIL VOTES AGAINST TAX MEASURES

The Sunnyvale City Council has voted against placing two measures on the November ballot that would have raised taxes for local hotels and other businesses. The vote took place during a special Council meeting on August 6.

In a response to Sunnyvale’s fiscal crisis, the Council approved in July a plan to propose an increase in the Transient Occupancy Tax (charged to those who occupy hotel or motel rooms in the City for 30 days or less) from its current 8.5 percent to 10 percent, the rate charged in Palo Alto, Mountain View and other local

cities. The councilmembers also voted to put forward an increase in the Business License Tax, but did not specify how much of an increase should be planned. They then directed staff to recommend a projected tax structure for their consideration at the August 6 special meeting.

The staff report, which was prepared by the Finance Department, estimated that the Transient Occupancy Tax increase would bring in approximately \$900,000 in additional annual revenue, while the proposed increase in the Business License Tax would garner about \$830,000 per year.

Representatives from Sunnyvale hotels argued against the Transient Occupancy Tax increase at the meeting, expressing concern that any increase would undermine their competitive advantage during this poor economic climate. They were joined by local business owners and the Sunnyvale Chamber of Commerce, who also spoke against the Business License Tax, arguing that higher rates would negatively impact the amount of business conducted in the City.

The Council considered the two ballot measures separately, but both were defeated on 4-3 votes. 🌟

CITY COUNCIL FILINGS

A total of eight candidates have filed to run for Sunnyvale City Council seats in the November 2003 election.

Of the seven Council positions, seats four, five and six are open because incumbents in these seats have reached their maximum of two terms. The incumbent in seat seven, Tim Risch, has reached the end of his first term, allowing other candidates to also run for this seat. While Sunnyvale City Council members are elected to specific seats, they serve at large, representing the entire City. Candidates are elected for a four-year term and may then run for one additional four-year term.

Candidates who have filed for the fall election are:

- **Seat Four**
(Currently held by Jack Walker, two-term limit reached)
Dean Chu, Pete Mate Richards
- **Seat Five**
(Currently held by Manuel Valerio, two-term limit reached)
James C. Fussell, Otto Lee
- **Seat Six**
(Currently held by Pat Vorreiter, two-term limit reached)
Michael Flores, Ron Swegles
- **Seat Seven**
(Currently held by Tim Risch, first term expiring)
Melinda Hamilton, Tim Risch

CITY COUNCIL CANDIDATE STATEMENTS ON KSUN-18

Statements by candidates running for Sunnyvale City Council seats are being broadcast on KSUN-18, the City’s government access cable television channel. The broadcasts are scheduled to continue through Sunday, November 2.

Seven of the eight candidates vying for the four open seats chose to videotape statements for inclusion in the broadcasts. The statements will be presented on a rotational

schedule to the November 4 election. The schedule calls for airing the 21-minute presentation 12 times a day except when preempted by City Council and Planning Commission meetings.

KSUN-18 is available for viewing only to Comcast cable viewers within Sunnyvale. Additionally, a copy of the videotape is available for viewing through the Sunnyvale Library. The cost of the video production was borne by the candidates. 🌟

SUNNYVALE MAYOR NAMED TO HOMELAND SECURITY TASK FORCE

Sunnyvale Mayor Julia Miller has been named to the United States Conference of Mayors’ Homeland Security Task Force. The task force focuses on the need for direct first responder assistance for America’s cities and related issues.

Mayor Miller will also serve on the Conference’s homeland security monitoring project. The project will track the more than \$2.5 billion in federal first responder funding that is flowing to the states.

“Homeland security has been an area of incredible importance to us all,” said Mayor Miller. “It is imperative federal funds continue to flow to support first responders to improve their training, equipment and ability to respond and protect our citizens. Through this task force, I will be in a position to help support the Conference of Mayors’ policy position by monitoring state — local cooperation and seeking the best examples as models for the nation.”

The Conference has declared that homeland security funding may be the most important federal funding provided to cities this year and in years ahead. Because of this, the federal plan for distribution of the funds — which works through the states — must be closely monitored to determine whether it is being followed, whether it is performing adequately and whether improvements can be made. 🌟

DON’T FORGET TO VOTE!

Special Statewide Election — October 7, 2003*

General Election — November 4, 2003

Last day to register to vote for General Election — October 20
(your registration must be postmarked by this date)

For more information contact the Santa Clara County Registrar of Voters at (408) 299-VOTE or www.sccvote.org.

For nonpartisan information on all candidates, measures and propositions visit www.smartvoter.org.

*Scheduled as of press time.

SOLID WASTE SHOWS SOLID SUCCESSES

During the last fiscal year Sunnyvale residents made significant strides in reducing solid waste. As reported by the Solid Waste Division of Public Works, significant cost-effective waste reduction and recycling accomplishments were achieved in FY 2002/03:

- Yard trimmings collection shows a significant 8 percent increase from the last year. Collections have increased nearly 16 percent since the City began distributing new green yard waste carts to residents. Yard trimmings are composted at the Z-Best facility near Gilroy, and then distributed to farmers, landscapers, and other users. Compost made from Sunnyvale's yard trimmings is available free to

residents at the SMaRT Station on a load-it-yourself basis.

- Residential recycling collections increased 7 percent from the prior year, bringing the cumulative increase to 22 percent since the new, split carts were distributed to residents two years ago.
- Sunnyvale garbage collections from all sources (residential, commercial and industrial) declined more than 4,000 tons compared to the previous year. While the weak economy

accounts for some of this drop, the majority of the decrease is attributable to materials that previously had been disposed that are now being recycled.

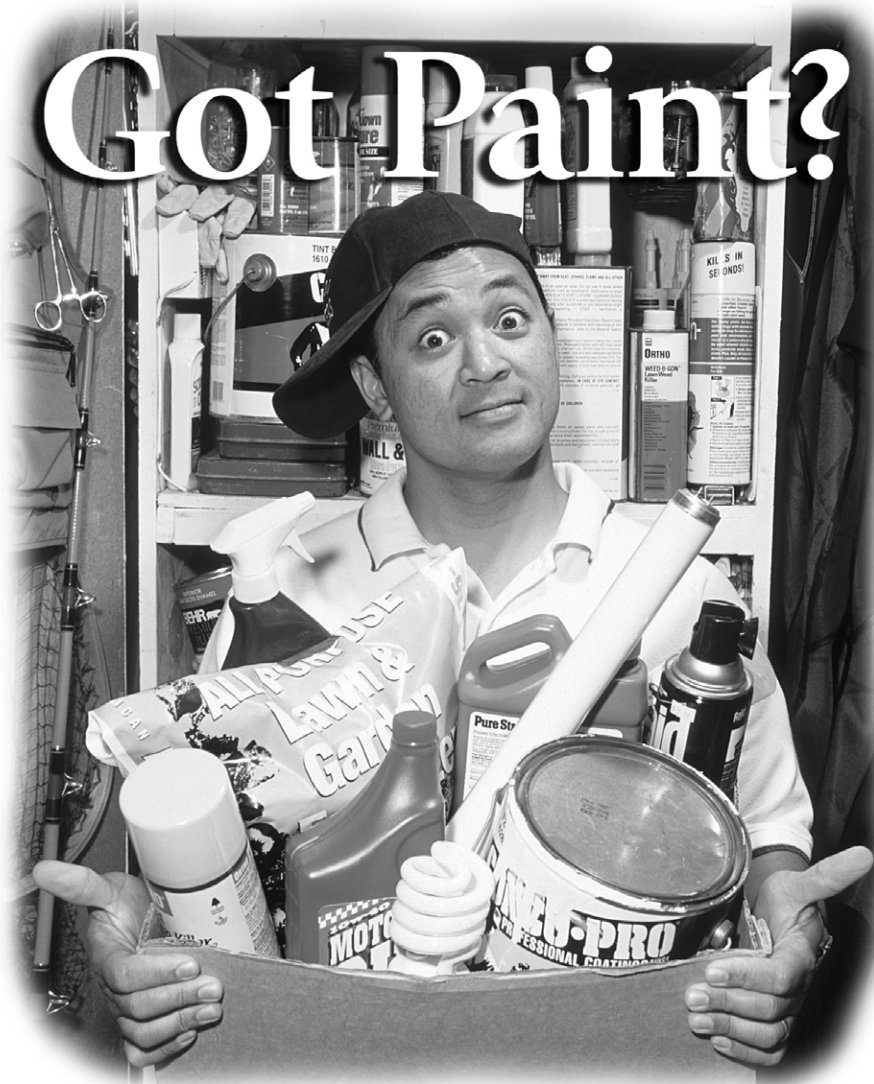
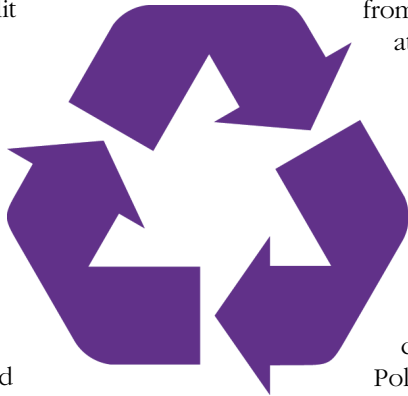
- Diversion of recyclables from the garbage received at the SMaRT Station reached a new record high of 21 percent.
- Landfill gas and sewage digester gas were either sold or used as electricity, decreasing operating costs for the Water Pollution Control Plant (WPCP) and increasing revenues from the export of electricity. Using electricity derived from landfill and digester gas to power the WPCP reduces the plant's electricity bill from PG&E by about \$1 million per year.

"Our partnership with the cities of Mountain View and Palo Alto in developing the SMaRT Station to serve our communities continues to serve us well in diverting significant amounts of valuable resources from disposal in landfills," said Mark Bowers, Solid Waste Program Manager.

"The residents and businesses of Sunnyvale have a strong commitment to recycling and taking care of the environment for the present and future generations," said Rich Gurney, Sunnyvale's Recycling Supervisor. "We are very pleased with this positive response and increased recycling in Sunnyvale. Revenues from increased recycling really do help offset the cost of service."

Bowers said projects such as the distribution of new yard carts, new split-carts for curbside recycling, expansion of the recycling program to include plastic bottles and the launch of a special multi-family recycling outreach project are paying ongoing dividends. "We have seen two strong yearly increases in recycling in a row," he said.

An eye for advanced planning led to the development of our local "power plant." According to Bowers, the plant sold a total of 2,333



How about leftover pesticides, used motor oil, fertilizers, fluorescent lamps, antifreeze and other hazardous materials in your garage or home?

Wondering how to safely dispose of them? To prevent illegal disposal of these wastes, call Sunnyvale's Household Hazardous Waste Program at 408-730-7262 and they'll tell you how. It's easy! And you'll be helping to protect our creeks and Bay for wildlife and people too.

For other water pollution prevention information call 408-730-7717.



Watershed Watch
Protect Our Creeks And Bay
www.WatershedWatch.net



megawatt-hours through the end of FY 2002/2003. Monthly power sale revenues varied from a low of \$9,496 in December 2002 to a high of \$17,196 in February 2003. The City receives additional revenues from the California Energy Commission based on the electricity's status as "new renewable" power. "All of this provides positive benefits from what once was wasted," said Bowers. ☀

THE ENVIRONMENT

511 TELEPHONE SYSTEM

Sunnyvale residents now have access to the latest traffic and transit information right on their telephones. 511 brings voice-prompt traffic, transit, rideshare and bicycle information to callers.

The 511 telephone system is administered by the Metropolitan Transportation Commission (MTC) and is available by telephone and cell phone. Currently AT&T, Cingular, MetroPCS, Nextel, Sprint, and T-Mobile provide cellular access to 511, with Verizon slated to begin

soon. Traffic information is provided for the following counties: Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano and Sonoma.

Currently, the 511 system provides callers with planned highway construction information, airport traffic ground transportation and parking conditions (for San Francisco, Oakland, San Jose and Sacramento airports) and, beginning in fall 2003, real-time



driving times on specific routes. Callers will be able to enter the origin and destination with the 511 system reporting back on estimated driving times.

Also available is the 511 Web site, which will provide all the same information via the Web at traffic.511.org. In addition, the site, when fully activated, will include the *511 Take Transit™* feature which is a Web-based tool to assist in planning public transportation trips. ☼

SUNNYVALE PLUGS IN TO THE RING AROUND THE BAY

Sunnyvale residents got a new entrance to the San Francisco Bay Trail in June, as Mayor Julia Miller and the Sunnyvale City Council dedicated the Yahoo! Bay Trail Connection.

Mayor Miller, a board member of both the Bay Area Air Quality Management District and the Association of Bay Area Governments, called the trail “a unique celebration of the San Francisco Bay Region.”

“As Mayor of Sunnyvale, I am proud of our City’s commitment to this project,” she said. “I have worked hard to fulfill the dream of a completed Bay Trail. The Bay Trail is one of the very best things we can do with our land.”

The Bay Trail, conceived in 1987 and approved by Governor Davis and the California Legislature in 2001, will eventually ring San Francisco and San Pablo Bays, crossing nine counties and 47 cities with a 400-mile network of paths and trails.

The “ring around the Bay” provides easily accessible recreational opportunities for hikers, joggers, bicyclists and skaters, as well as providing a commute alternative for cyclists, and a connection to numerous public transportation facilities. To date, more than 200 miles of the trail have been completed.

In August 2000, as Yahoo! began the process of constructing their headquarters building on Caribbean Drive, the company paid \$60,000 earmarked specifically for the development of a connector trail from the new headquarters to the Bay Trail. State funds were also used to complete the project.

Program on Understanding ADHD at Columbia Middle School on October 8

Do you know what Attention Deficit-Hyperactivity Disorder (ADHD) is? Are you concerned that a child you know might have ADHD? Would you like to find out more about the signs of ADHD? A program on Identifying and Understanding ADHD will be offered on Wednesday, October 8 from 7 p.m. to 8 p.m. at the Columbia Middle School. You will hear from local health professionals and be able to ask questions on the topic. Paul Protter, M.D., Pediatrician, and Linda Buckley, Licensed Clinical Social Worker, will speak about the signs of ADHD and give tips for parents on how to help their children be more successful in school.

This program is part of a series of free health education programs for the community sponsored by Camino Medical Group, Columbia Neighborhood Center and the Columbia Middle School Parent Teacher Organization. These organizations worked together to present two bilingual health programs for parents during the 2002/2003 school year, one on teen nutrition and another about teen stress and depression. Stay tuned for more programs this year.

For more information on the Identifying and Understanding ADHD program, please call Columbia Neighborhood Center at (408) 523-8150. ☼

MAKE A DIFFERENCE DAY Saturday, October 25, 2003

Join community volunteers and service groups on Saturday, October 25, for Sunnyvale’s second annual **Make a Difference Day**. This unique program inspires and rewards volunteers while celebrating the concept of neighbors helping neighbors. Your school group, church group or business can have a great time while making a difference in Sunnyvale. Last year, teams built fencing,

repainted basketball courts, pruned trees and laid jogging path surfaces and mulch at schools and parks.

For more information and to sign up yourself or your group, please contact Romie Georgia, Volunteer Services Manager at (408) 730-7536 or by email at rgeorgia@ci.sunnyvale.ca.us

More information about National Make a Difference Day is available at <http://usaweekend.com/diffday/index.html>. ☼

BAY AREA AIR QUALITY DISTRICT OFFERS VEHICLE BUY-BACK PROGRAM

Get \$500 for Your 1981 or Older Vehicle

If you have a vehicle made in 1981 or earlier, you may be eligible to participate in the Bay Area Air Quality Management District’s Vehicle Buy-Back Program. To reduce air pollution and improve air quality, the Vehicle Buy-Back Program will pay \$500 for an

1981 or older vehicle, provided it is registered and in working condition. The voluntary program takes older, more polluting vehicles off the road and is funded through the Air District’s Transportation Fund for Clean Air (TFCA). Vehicle dismantlers contracted by the Air District will scrap the vehicles.

“The Vehicle Buy-Back Program is

a convenient and effective way to make a real difference in our local air quality,” said Sunnyvale Mayor Julia Miller, who serves on the board of the Air District.

For information about how to participate in the vehicle Buy-Back Program or to schedule an appointment with the dismantler, call (800) 727-2708. ☼

FUN ON THE RUN!

FUN ON THE RUN!, the City's mobile youth services program will soon have a new and colorful look. The program's 14-foot truck, which was all white when the pilot program began in the fall of 2002, enables the City to bring activities and information to under-served neighborhoods and provide an opportunity for youth 6-14 years of age to participate in an after school drop-in program.

The plan from the beginning has been to add brightly-colored graphics to the plain white truck, transforming it into a mobile billboard for the program. Jan Stephenson of North County Regional Occupational Program and Jerry Smith, Desktop Publishing Instructor at Fremont High

School, were brought in to consult on the City's program, and a partnership in creativity was born.

Smith asked his students to create colorful graphics for the truck that would be appropriate for the program and the age range of the participants. After a review of individual student work, one student was selected to continue the project. Earl Miguel, a senior at Fremont High School, continued to work on the project during the remainder of the school year. While keeping up his grades and participating in team sports, Miguel devoted a tremendous amount of time and effort to the project. In the final stage of the design, Miguel worked with Allan Verret, professional graphic



Photo: John Pilger

Fremont High School senior Earl Miguel studies the Fun on the Run! Truck that will soon bear his artwork.

artist, to finalize the design and prepare it for fabrication.

Watch for the brightly colored FUN ON THE RUN! Truck, debuting this fall under the direction of Parks and Recreation. For information and the fall schedule, please contact Suzie Hayes, at (408) 730-7523 or shayes@ci.sunnyvale.ca.us. ☀

SUNNYVALE NEIGHBORHOOD ASSOCIATIONS PREPARE FOR THE UNEXPECTED

On June 26, Sunnyvale neighborhood associations, in cooperation with the City of Sunnyvale and the American Red Cross, came together to sponsor "Sunnyvale Prepared," a community emergency preparedness workshop.

The workshop, held at the Columbia Middle School Multipurpose Room, focused on neighborhood-based emergency preparedness and provided residents with information

about City and community resources available in the event of an emergency.

Representatives from the City of Sunnyvale's Department of Public Safety, Sunnyvale School District and Santa Clara County Office of Emergency Services attended the workshop.

Residents learned about City resources such as SNAP (Sunnyvale Neighborhoods Actively Prepare), a community emergency response program, and Red Cross emergency training programs.

Sunnyvale's neighborhood associations played a key role in organizing the event, coordinating everything from the workshop's agenda to the refreshments served.

"All of the neighborhood associations worked very well together to coordinate this workshop," said Thom Mayer, Vice President of the Lakewood Village Neighborhood Association. "It is important that we build relationships now among our neighbors that we can call upon when the next fault ruptures."

For more information on emergency preparedness in Sunnyvale, call the Sunnyvale Department of Public Safety Office of Emergency Services at (408) 730-7190, or e-mail oes@ci.sunnyvale.ca.us. If you would like information on how to start a neighborhood association in your neighborhood, contact the Neighborhood and Community Services Office at (408) 730-7739. ☀

LOCAL CHOIR NOW IN ITS FORTY-FOURTH YEAR

Celebrating its forty-fourth year, the Mission Valley Chapter of Sweet Adelines International has relocated to Leigh High School for weekly Tuesday rehearsals. Members of the all women group, many of whom live in Sunnyvale, sing four part music in the barbershop style for the local community in shows and various community functions. The chorus sings annually for the community at Filoli mansion at Christmas, and is preparing for International competition in 2004.

In an effort to increase our membership, the chorus is inviting women in and around the Bay area to join us during our rehearsals to experience a cappella harmony. Music reading skills are not required. Continuing education and training are at the center of the organization with inspirational directors and coaches, both local and international.

Mission Valley has a long history of musical excellence, competing most recently in Nashville along with the most outstanding choruses from the United States, Europe and Australia. Membership is open to women of all ages who enjoy singing. Rehearsals are Tuesdays at 7:30 p.m. in the Leigh High School cafeteria in San Jose. Additional information is available at www.missionvalley.org.

CITY DEBUTS COMMUNITY RESOURCE GUIDE

As part of an ongoing effort to address key needs of Sunnyvale youth and families, the Youth and Family Services division of the Office of the City Manager has partnered with the Department of Public Safety to develop a pocket-sized Community Resource Guide.

The concept of the guide originated as part of the Youth and Family Services Project approved by the City Council in 2002. Printed in both English and Spanish, the guide is being distributed to community members by public safety officers

and other City staff, and is also available at the City's major public contact points.

The guide is pocket-sized, and contains access information about commonly requested community and social services. The City's approach is to give guides directly to people who need assistance as opposed to placing them on a counter or in a literature rack with general information.

For more information about the guide, please contact Michelle Taiariol in Neighborhood and Community Services at (408) 730-7355 or at mtaiariol@ci.sunnyvale.ca.us. ☀

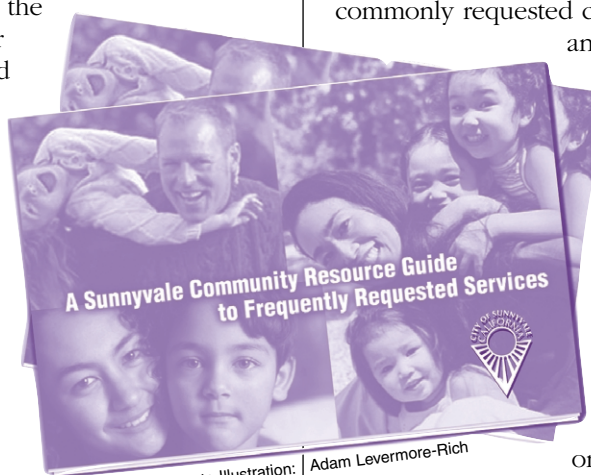


Photo Illustration: Adam Levermore-Rich

COMMUNITY CALENDAR

KEY

CC = Council Chambers

WCR = West Conference Room

CCB = Community Center Boardroom

GCR = Garden Conference Room

Meeting and event times and locations are subject to change.

PUBLIC MEETINGS — City Council, Boards and Commissions October 1, 2003 – January 1, 2004

The following are projected dates of City Council meetings, which are held each Tuesday at 7:30 p.m. (study sessions are normally held at 6:30 p.m. prior to Council meeting), Board and Commission meetings, and selected issues on the City Council calendar. All dates shown are subject to change. For more complete information, or to confirm dates and times listed, contact the City Clerk's Office at (408) 730-7483 or call SunDIAL at (408) 774-0262 code 122. City Council meetings are broadcast on KSUN-18 (Cable TV channel 18) live Tuesdays at 7:30 p.m., and rebroadcast 7:30 p.m. Wednesday and 4 p.m. Saturday. Planning Commission meetings are broadcast live Mondays at 8 p.m. and rebroadcast Thursdays at 8 p.m. and Saturdays at 11 a.m.

CITY HOLIDAYS

City Hall Closed

November 27 & 28 — *Thanksgiving*
December 24 — *Christmas Eve*
December 25 — *Christmas Day*
December 31 — *New Year's Eve*
January 1 — *New Year's Day*

CITY COUNCIL

7:30 p.m., CC
October 7, 14, 21 (28 Canceled)
November 11, 18, 25 (4, Canceled)
December 2, 9, 16 (23, 30 Canceled)

PUBLIC HEARINGS

Recreational Vehicle, Boat, & Trailer Parking Planning Commission Hearing
Monday, October 13, 2003 — 8 p.m.
CC

City Council Hearing
Tuesday October 21, 2003 — 7:30 p.m.
CC

BOARD AND COMMISSIONS

Arts Commission, 7 p.m., WCR
October 15
November 19
December 17

Bicycle and Pedestrian Advisory Committee, 6:30 p.m., WCR
October 16
November 20
December 18

Board of Building Code Appeals, 7 p.m., CC
Meetings are held only when necessary. For more information call (408) 730-7444.

Board of Library Trustees, 7:30 p.m., CC
October 6
November 3
December 1

Child Care Advisory Board, 1 p.m., WCR

Meetings are held quarterly only when needed. For more information call (408) 730-7608.

Heritage Preservation Commission, 7 p.m., WCR
October 1
November 5
December 3

Housing and Human Services Commission, 7 p.m., WCR
October 22
November 19
December 17

Parks and Recreation Commission, 7 p.m., CC
October 8, 22
November 12
December 10

Personnel Board, 5 p.m., CC
October 21
November 17
December 15

Planning Commission, 8 p.m., CC (Study Sessions, 7 – 8 p.m., WCR)
October 13, 27
November 10, 24
December 15

LEISURE ACTIVITIES — Theater, Arts, Recreation October 1, 2003 – January 1, 2004

COMMUNITY EVENTS

Friends of the Sunnyvale Library Fall Book Sale
Saturday, October 4 • 10 a.m. - 4 p.m.
Raynor Center, 1500 Partridge Ave
For more information call (408) 736-9128 or e-mail rebarms@aol.com



Sunnyvale Downtown Association Tree Lighting Ceremony
Wednesday, December 3, 5 p.m. - 8 p.m.
Murphy Street, Downtown Sunnyvale
For more information call (408) 736-4971

SUNNYVALE THEATER PRODUCTIONS

Sunnyvale Community Players
For more information or to purchase tickets call (408) 733-6611

Bye, Bye Birdie
September 12 - October 5

Joseph and the Amazing Technicolor Dreamcoat
October 24 - November 16

CALIFORNIA THEATER

For more information or to purchase tickets call (408) 245-2978

The Ugly Ducking
October 1 - 10

Lost in Hollywood
October 13 - 24

Brave Irene
October 27 - November 14

The Adventures of Brer Rabbit
November 17 - 21

The Elves and the Shoemaker
December 1 - 5

A Little House Christmas
December 9 - 19

SUNNYVALE SINGERS

For more information or to purchase tickets, call (408) 369-1877

Winter Concert
December 13

SUNNYVALE LIBRARY EVENTS & PROGRAMS

Fall Programs for Kids

All programs are free and are held in the Program Room at the Sunnyvale Public Library. As space may be limited at some programs, organized groups must make arrangements in advance with Children's Services. For more information call (408) 730-7292.

Pumpkins!
Thursday, October 23, 7 p.m.

Hear stories about this popular vegetable, then create a fall decoration. For children ages 3 – 8.

Mime
Saturday, October 25, 2 p.m.
Elaine Murray will tell stories from around the world using techniques that combine storytelling and pantomime. For children ages 5 and older



Fall Storytimes 2003
All programs are free and are held in the Library Program Room of the Sunnyvale Public Library (unless otherwise noted). For more information call (408) 730-7292.

Family Storytime
Saturdays, October 4 and 18 from 10:30 - 11 a.m.
Start the weekend with stories: Sipping Soup on Oct. 4 and Bears on Oct. 18. For children of all ages and their families.

Night Owl Storytime
Thursday October 9 from 7 p.m. - 7:30 p.m.
Not quite sleepy? Join us for these evening storytime programs: Cowboys on October 9. For children ages 3 – 8

Mother Goose Time
October 20 from 10:30 a.m. - 10:50 a.m.
A lap-sit language experience for the very young. For babies ages 6 – 16 months with a parent or caregiver

Toddler Storytime

Tuesdays, October 14 and 28 from 11 a.m. - 11:20 am
For children ages 17 – 35 months with a parent or caregiver

Time for Tales

Thursdays, October 9 and 23 from 11 a.m. - 11:30 a.m.
For children ages 3 – 5 with a parent or caregiver

Preschool Storytime

For children ages 3 – 5. A weekly, small-group program for children able to attend a program without a parent or caregiver. (Parent may accompany child to the first program only.)
Wednesdays, October 1, 8, 15, 22 and 29 from 11 a.m. - 11:30 a.m.
Registration is required.

Adult Library Programs

For more information or the register for a class please call (408) 730-7300.

Sunnyvale Library Book Discussion Group

This group meets in the Program Room of the Library one Thursday night a month at 7 p.m. Everyone is welcome!

Main Street by Sinclair Lewis
October 16

A big-city girl who marries a physician and settles in a small town in the Midwest, only to fall victim to the narrow-mindedness and unimaginative natures of the town's residents.

Read-Along Shakespeare

October 6, Twelfth Night
Join us in reading the play. It's free and everyone is welcome! Please bring a copy of the play if you have one. Only a few copies will be available from the library

Introduction to Web-based E-mail
Monday, October 20 from 2 p.m. - 3:30 p.m.

E-mail is a fast, free way to stay in touch with family and friends all over the world. This class will cover the basics of setting up an E-mail account so you can use E-mail on any computer that is connected to the World Wide Web. Learn how to send and receive messages, reply to messages, get or send E-mail attachments, and more. Prerequisite: Basic knowledge of the World Wide Web and basic computer skills.

Free Databases @ Your Library
(formerly known as "Electronic resources")
Thursday, October 30 from 7 p.m. - 8:30 p.m.

Some of the library's most exciting and up-to-date resources are online. Learn to use the online magazine and newspaper indexes, business directories, medical databases, Literature and Biography Resource Centers, and more. This course will also show you how to access many of these valuable resources from your home or office.

Computer Comfort
Monday, November 10 from 2 p.m. - 4 p.m.

A presentation designed for new or first time computer users, with an opportunity for hands-on practice. Learn about computers in a relaxed, stress-free setting. This part lecture, part hands-on program lasts two hours. Registration is required

Searching the World Wide Web
Tuesday, November 18 from 2 p.m. - 3:30 p.m.

Find the information you want in minutes. Learn effective search techniques, discuss search engines and indexes, and discover great places to start your search. Meet some specialized search engines, visit the Invisible Web, and explore some special features of your favorite research tools. This class is for those familiar with the Internet.

Learn about the Library
Wednesday, December 10 from 2 p.m. - 4 p.m.
Gain a better understanding of the library's rich collections and services in this one-hour class, followed by a short tour. You'll find out how to locate what you want in the library, where to ask for help, and what services the library can offer you- all for free. Become a confident library user and enjoy this community resource! A good introduction for new users; also informative for lifelong library users.

RECYCLING EVENTS AND PROGRAMS

Fall Cleanup

Extra Garbage pickup on regularly scheduled pickup days. To schedule a large item pickup or for more information call (408) 730-7415.
October 6 - 31

Extra Dump Weekends
Free for Sunnyvale residents – 8:30 a.m. – 4:30 p.m.
October 4, 5 and 11, 12

Thanksgiving Collection Schedule
Regular Thursday pickup will be on Friday, November 28

Regular Friday pickup will be on Saturday, November 29

Christmas and New Year Collection Schedules
If your regular collection day falls on Christmas and New Year's Day (Thursday) your collection wil be on Friday. Regular Friday collection will be on Saturday.

Compost Workshop
Sunnyvale Community Center – Arboretum, 10 a.m. – noon
Workshops are one Saturday per month with registration deadline the day before. For more information call the Recycling Program at (408) 730-7262.
October 11

Household Hazardous Waste Drop-Off
Drop-off at Sunnyvale Event Site (164 Carl Rd), 8 a.m. – 1 p.m.
For more information call (408) 730-7262.
October 18
November 15
December 20

CHAMBER OF COMMERCE
WAKE-UPS AND MIXERS

Wake-Up Sunnyvale
Monthly networking breakfasts held every second Thursday of the month from 7:30a.m.-8:45a.m.. Breakfasts are sponsored by a different chamber member each month and provide an opportunity for the sponsor to showcase their products, services and expertise in their respective field. Reservations are required. For more information or to make a reservation please contact the Chamber at (408) 736-4971
October 9, Ramada Inn 1217 Wildwood Avenue
November 13, Radisson Inn, 1085 E. El Camino Real

Business Mixers
Evening networking events held every fourth Thursday of the month from 5 p.m. – 7 p.m.. Mixers are sponsored by a different chamber member at their place of business and provided an opportunity for the sponsor to showcase their facility and products/services. Reservations are required. For more information or to make a reservation contact the Chamber at (408) 736-4971.

October 23, Radisson Inn 1085 E. El Camino Real

November 20
C.J. Olson Cherries, 494 W. El Camino Real

ON-GOING EVENTS

Fun On The Run
City of Sunnyvale's Mobile Activities Program. FREE! Just drop in! Arts & crafts, games, and sports
Youth ages 6 – 14

For more information contact: Suzie Hayes, Recreation Coordinator, (408) 730-7523 or shayes@ci.sunnyvale.ca.us.

Sunnyvale Family Child Care Provider Network Meetings
Meets on the second Tuesday of each month. For more information contact IrisAnn Nelson at (408) 733-4828 or Bobbie Martin at (408) 746-0336

Water Pollution Plant Tours
Sign up for a tour of the Sunnyvale's Water Pollution Control Plant. To schedule a tour or for more information call (408) 730-7717

Community Calendar Online
http://www.ci.sunnyvale.ca.us/community-calendar/index.btm

Community Groups Calendar
October 1 – December 31

For more complete information, or to confirm dates and times, contact the organization listed.

American Association of Retired Persons (AARP)
For more information call (408) 732-2073. Meets first Wednesday of each month, except July, August, and January.

Kiwanis Club of Silicon Valley
Weekly Meetings, Wednesdays 7:20 a.m. - 8:30 a.m.
at the Lookout Inn, 605 Macara, Sunnyvale (Municipal Golf Course). Kiwanis is an International Organization (see www.kiwanis.org).

Club Officers are Bruce Carlson, President (e-mail bruce@carlsonfun.com or call (408) 774-0609 with questions); Norm Betts, President-Elect; Donna Betts, Secretary; and Art Bedford, Treasurer.

SNAIL (Sunnyvale Neighbors of Arbor Including La Linda)
Meets the first Thursday of each month 7 p.m. - 8:30 p.m.
Columbia Middle School
Teacher's Lounge
739 Morse Avenue, Sunnyvale

Lakewood Village Neighborhood Association Meetings
All meetings held at 7 p.m. at Fairwood School or Lakewood School – please visit the Lakewood Village Neighborhood Association web site for locations at www.lvna.net
For more information, please email Phyllis Murphy at sbts2@aol.com.

Heritage District Neighborhood Association Meetings
All meetings held at 7:30 p.m. at the Murphy Park Building, 260 N. Sunnyvale Ave.

For more information, please call Tom Carrig at (408) 736-6147.

San Miguel Neighbors Association Meetings
All meetings held at 7 p.m. at San Miguel School Teachers' Lounge, 777 San Miguel Avenue. For more information, please call Tara Martin-Milius at (408) 733-5778.

Quarterly
REPORT
Fall 2003



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